

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 USIA-15 CIAE-00 INR-07

NSAE-00 PA-02 PRS-01 /045 W

-----271241Z 079132 /42

R 271010Z MAY 77

FM AMEMBASSY MOSCOW

TO USDOC WASHDC

INFO SECSTATE WASHDC 7960

AMCONSUL LENINGRAD

UNCLAS SECTION 1 OF 2 MOSCOW 7480

FOR BEWT/TPD (ROBB AND CLARK)

E.O. 11652: N/A

TAGS: BEXP, UR

SUBJ: FINAL REPORT: "CONTAINER 77" SEMINAR/MINI-EXHIBIT

REF: MOSCOW 4889

SUMMARY: CONTAINER 77 WAS SUCCESSFUL SHOW WITH INTERESTED PARTICIPATION BY THREE MINISTRIES INVOLVED IN SOVIET CONTAINER OPERATIONS. SHOW RAN AS SMOOTHLY AS ANY S/ME IN MEMORY THANKS IN LARGE MEASURE TO EXCELLENT BEWT/TPD SUPPORT. IMPACT WOULD HAVE BEEN HEIETENED, HOWEVER, BY WIDER SPECTRUM OF PARTICIPATING FIRMS OFFERING SPECIALIZED PRODUCTS FOR CONTAINER INDUSTRY, WITH MORE EMPHASIS ON A SYSTEMS APPROACH. END SUMMARY.

1. FINAL REPORT FOR CONTAINER 77, SEMINAR/MINI-EXHIBIT, AS OF COB MAY 25, 1977. STANDARD REPORTING FORMAT FOLLOWS:

(1) CONTAINER 77, SEMINAR/MINI-EXHIBIT

(2) U.S. COMMERCIAL OFFICE, MOSCOW, MAY 17-19, 1977

(3) AGENTS APPOINTED -0- UNDER NEGOTIATION -0-

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(4) FLOOR SALES -0-

12 MONTH PROJECTION: FOUR MILLION DOLLARS

(5) NUMBER OF REGISTERED VISITORS -0-

FOLLOWING IS BREAKDOWN OF ATTENDANCE DURING LECTURES

17 MAY (A.M.) HYSTER	55
(P.M.) J.I. CASE, HARNISCHFEGER	38
18 MAY (A.M.) MARATHON LETOURNEAU	45
(P.M.) AMERICAN HOIST AND	
DERRICK	39
19 MAY (A.M.) CATERPILLAR	31
(P.M.) PULLMAN	52

	260

ABOVE FIGURES REPRESENT SIMINAR VISITORS ONLY. SOVIET SPECIALISTS ALSO HELD MEETINGS AT COMMERCIAL OFFICE WITH SEVERAL EXHIBITORS DURING LECTURE PERIODS. AS IN THE PAST, NO ATTEMPT WAS MADE TO KEEP A DOOR COUNT.

(6) TOTAL NUMBER OF PARTICIPANTS: 7 PA'S FOR 7 COMPANIES

- (A) NEW-TO-EXPORT -0-
- (B) NEW-TO-MARKET -3-
- (C) OLD-TO-MARKET -4-
- (D) FULLY ACHIEVING FIRST OBJECTIVE -4-
- (E) PARTIALLY ACHIEVING FIRST OBJECTIVE -0-
- (F) FAILING TO ACHIEVE FIRST OBJECTIVE -3-

2. HIGHLIGHTS:

(1) CONTAINER 7-DREW SIZEABLE AUDIENCES OF INTERESTED SPECIAL-
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ISTS FROM USSR MINISTRY OF MARITIME FLEET (MORFLOT), USSR MINISTRY OF RAILWAYS AND RSFSR MINISTRY OF AUTOMOTIVE TRANSPORT. MORFLOT PROVIDED BULK OF AUDIENCE WITH PARTICIPATION FROM ITS BALTIC, BLACK SEA AND FAR EAST PORT ADMINISTRATIONS, BUT SPECIALISTS FROM OTHER TWO COOPERATING MINISTRIES WERE ALSO ACTIVE. FTO MASHINOIMPORT OFFICIALS ATTENDED MANY LECTURES AND MET PRIVATELY WITH ALL PARTICIPANTS. GUESTS AT INAUGURAL RECEPTION INCLUDED DEPUTY MINISTER OF RAILWAYS K.V. KULAYEV, ACTING MASHINOIMPORT CHAIRMAN V. N. PLATONOV, AND OTHER SENIOR OFFICIALS FROM THREE COOPERATING MINISTRIES AND MINISTRY OF FOREIGN TRADE. SOVIET INTEREST DEMONSTRATED BY SEVD TWODOGOGTA U ESTION-AND-ANSWER PERIODS AND EXTENDED CONVERSATIONS WITH PARTICIPANTS AT STANDS.

(2) THANKS IN LARGE MEASURE TO COMPETENT WORK BY BEWT/TPD'S CLARK, CONTAINER 77 RAN AS SMOOTHLY AS ANY S/ME IN MEMORY. ALMOST ALL LITERATURE ARRIVED IN GOOD TIME AND IN SUFFICIENT QUANTITY, A PARTICULARLY PLEASING DEVELOPMENT IN VIEW OF OUR RECENT SUPPLI- CATIONS FOR MORE COPIES OF BROCHURES. GRAPHICS AND MODELS WERE

EXCELLENT, AND HARNISCHFEGER'S RUSSIAN-LANGUAGE DISPLAY PANELS
WRE PLACED IN USCO WINDOW FOLLOWING EVENT.

(3) PARTICIPANTS WERE GENERALLY PLEASED WITHORGAINZATION AND
RESULTS. FOLLOWING ARE SELECTED EXCERPTS FROM PARTICIPANT REPORT
FORMS: I.G. PIERCE, REGIONAL SALES MANAGER, BYSTER EUROPE, LTD:
"EXCELLENT ORGANIZATION AND PREPARATION BY TRADE CENTER (E.G.
RECEPTION INVITATION LIST). COMMENTS FROM VISITORS ALSO COMPLI-
MENTARY. MORE COST EFFECTIVE THAN INCREASINGLY EXPENSIVE FULL-
BLOWN EXHIBITIONS." (CLEARED FOR PUBLICATION). C.R. MORGAN,
VICE PRESIDENT, INTERNATIONAL ACCOUNTS, HARNISCHFEGER CORP.:
"AN EXCELLENT EXPOSURE TO KEY PEOPLE IN THE PORT MINISTRY. I AM
SURE IT WILL PAY DIVIDENTS IN THE NEAR
FUTURE." (CLEARED FOR PUBLICATION). EDWARD E. KOEPEK, MANAGER,
INDUSTRIAL SALES, AMERICAN HOIST AND DERRICK: "SATISFACTORY SHOW,
WELL ORGANIZED. THIS HAS CONVINCED US THAT WE MUST PROMOTE A
SPECIAL SEMINAR EXCLUSIVELY FOR AMERICAN HOIST PRODUCTS BECAUSE
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MARKET JUSTIFIES THE EFFORT." (CLEARED FOR PUBLICATION). J.J.
EGGER, SENIOR APPLICATION ENGINEER, CATERPILLAR OVERSEAS S.A.:
". . . THE SEMINAR WAS PERFECTLY ARRANGED AND WE GOT ALL NECES-
SARY SUPPORT." (CLEARED FOR PUBLICATION).

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INFO SECSTATE WASHDC 7961
AMCONSUL LENINGRAD

UNCLAS SECTION 2 OF 2 MOSCOW 7480

FOR BEWT/TPD (ROBB AND CLARK)

E.O. 11652: N/A

3. COMMENTS:

(A) EMBASSY CANNOT DELIVER FINAL JUDGMENT ON CONTAINER-77 UNTIL COMOFS HAVE HAD AN OPPORTUNITY TO DISCUSS REACTIONS AND POSSIBLE FOLLOW-UP ACTIONS WITH THREE COOPERATING MINISTRIES OVER COURSE OF NEXT FEW WEEKS. WE WERE SOMEWHAT DISAPPOINTED, HOWEVER, THAT ALMOST ALL PARTICIPANTS WERE CONTAINER HANDLING EQUIPMENT PRODUCERS TO EXCLUSION OF OTHER INTERESTS SIGNALLED BY MINISTRIES IN INITIAL INTERVIEWS (76 MOSCOW 20009, 76 MOSCOW 20240, MOSCOW 271). WE ALSO REGRET THAT ONLY TWO OF THESE FIRMS COULD BE RECRUITED FROM MARAD'S LIST OF SPECIALIZED CONTAINER-HANDLING EQUIPMENT MANUFACTURERS ENCLOSED WITH NOV. 18 ARMSTRONG-STEWARD LETTER. IMPACT WOULD PROBABLY HAVE BEEN GREATER IF PARTICIPANT SPECTRUM HAD BEEN WIDER AND INDIVIDUAL PRODUCTS AND PRESENTATIONS HAD BEEN FOCUSED MORE NARROWLY ON CONTAINER SYSTEMS.

(B) ON PARTICIPANT (J.I. CASE) COMMENTED THAT MOST OF S/ME'S IMPACT WAS LOST THROUGH CANCELLATION OF LENINGRAD SEGMENT. WE DO NOT AGREE. ALTHOUGH LENINGRAD WOULD HADY GUDED ANOTHER DIMENSION IN MORE INTENSE FIRST-HAND CONTACT WITH END-USERS, MORFLOT DID UNCLASSIFIED

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BRING OFFICIALS FROM BOTH BALTIC AND BLACK SEA PORTSNTO FBZKOW FOR THE SEMINAR IN ADDITION TO SENDING REPRESENTATIVES OF THE MINISTRY ITSELF.

(C) ANOTHER PARTICIPANT (MARATHON LETOURNEAU) SUGGESTED THAT USCO MAKE MORE EFFORT TO ATTRACT SPECIALISTS TO THE OFFICE IN ADVANCE OF SEMINAR SESSIONS TO ALLOW MORE OPPORTUNITY FOR INFORMAL CONVERSATIONS AT PARTICIPANTS' STANDS. WE THING THIS IDEA HAS MERIT AND WILL HIGHLIGHT PURPOSE OF EXHIBIT AND ITS OPERATING HOURS IN PROGRAMS FOR FUTURE EVENTS.

(D) FINALLY, SEVERAL SOVIET SPECIALISTS SUGGESTED THAT AFTER FINAL LECTURE ON THURSDAY AFTERNOON, WE GIVE AUDIENCE OPPORTUNITY TO OFFER ORAL COMMENTS ON ENTIRE PROGRAM. WE WILL EXPERIMENT WITH THIS IDEA AT CONCRETE 77 IN SEPTEMBER.

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